

**Innovate 2030 Regional Economic Development Strategy**  
*Engagement and Consultation Overview*

**March, 2019**

## **Innovate 2030 Regional Economic Development Strategy** ***Engagement and Consultation Overview***

The *Innovate 2030* plan is a contracted item within the Comox Valley Economic Development Society's (CVEDS) funding agreement with the Comox Valley Regional District (CVRD). Guided by input from an *Innovate 2030* Advisory Committee, comprised of leading companies and industry associations representing a wide range of sectors and small businesses, *Innovate 2030* will build a new regional economic development strategy for the Comox Valley that helps drive long-term technology and innovation initiatives within the area.

Key components of *Innovate 2030* strategy will include:

- Community Economic Development (including)
  - Situational Analysis
  - Community Site Selection Profile, Research and Trend Analysis
  - Review and Analysis of Local Bylaws, Policies, Processes and Regulations Relating to Economic Growth
  - Sector Specific Gap Analysis and Needs Assessment Including Retail
  - Business Retention and Expansion Strategy
  - Labour Force Development Strategy
- Agrifood/Seafood Sector Innovation
  - Research and Trend Analysis
  - Regulatory, Trade and Supply Management SWOT
  - Review of Changing Purchasing Patterns and Methods
  - Development of an Agri-Innovation Map - Pathway for Future Growth
- Technology and Innovation Growth
  - Asset Mapping
  - Innovation Paths
  - Targeted technology industry network player identification
  - Retention and recruitment strategies for technology industry
  - Strategic leveraging of technology in target sectors
  - Labour force considerations in technology industry
  - Technology attraction strategy

## Scope of Engagement and Consultation

Extensive engagement opportunities are a fundamental component to informing the strategy by refining understandings of strengths, opportunities, aspirations, risks and results, garnering intelligence that builds a strong evidence-based business case for necessary improvements to the region's infrastructure and business service delivery, while also identifying strategies that will lead to improved business satisfaction.

In addition to the input from the *Innovate 2030* Advisory Committee, there will be numerous opportunities for businesses, industry & sector groups and the general public to provide important input including Business Surveys, Open Houses, in-person engagement Focus Groups and the *Innovate 2030* Forum, with an in-person progress updates being provided at Open Houses April 8, May 23 and in local government presentations in the fall of 2019.

## Engagement Tools & Measures

### 1. CVEDS Website:

InvestComoxValley.com has a dedicated page for information about *Innovate 2030*, which includes an overview of the project and lists specific opportunities for stakeholders to be involved in the project. The page will be referenced in any media related to *Innovate 2030*. *Performance Measure*: unique visits

### 2. Social Media Channels:

The promotion of public-facing events and engagement opportunities, such as the Community Open-House or Community Survey, as well as to notify the general public about important milestones that have been met. *Performance Measures*: # of likes; # of shares; # of comments.

### 3. Direct Email and Innovate 2030 e-News Updates:

CVEDS will help to promote specific and generalized email outreach. Specific email outreach will be for select individuals or representatives that are viewed as representing a particular group, industry, level of expertise, community stature, or other defining criteria that warrant their participation in a specific event, such as a workshop or focus group. The objective of outreach will be to maximize the number of confirmed attendees for specific events via an RSVP process. Generalized email outreach will be applicable to a broader audience, such as all members of organizations, community groups or associations, as well as the Advisory Committee to participate in open events such as the Community Open House or Public Survey or general business events (as opposed to targeted groups/sectors). *Performance Measures*: # of confirmed RSVPs; # emails sent; # of emails opened.

#### **4. Mentimeter:**

Mentimeter is a tool that allows for facilitated discussion by use of an android device, smart-phone or computer. It allows for various forms of targeted multiple choice, word cloud, weighted and ranking questions. The tool will be used during some workshop-oriented engagements to allow stakeholders to engage with idea or share their preferences or perspectives. *Performance Measures:* # of participants per question; ranked or preferred results.

#### **5. Facilitated Workshops and Focus Groups:**

Over the course of *Innovate 2030* two rounds of facilitated workshops and focus groups will occur. In January, during the Innovate 2030 Forum, a preliminary round of engagement via these methods will be conducted among various stakeholder groups. In April a second-round of workshops and focus groups will occur to ensure those that were not able to participate in the first round have an opportunity to contribute their ideas and perspectives or to explore in greater detail themes, ideas, or concerns that have been identified of specific importance to the project. Facilitated workshops are theme-oriented and designed to accommodate a large audience, such as greater than 25 people, while a focus group is designed to accommodate a small, discrete group of people that share similarities in interest, expertise, industry, or other matters. *Performance Measures:* # of invitees per event; # of confirmed attendees; # of actual attendees.

#### **6. Phone and In-person Interviews:**

Interviews with industry and business experts will be undertaken to glean and test additional information specific to relevant strategy components as they are developed. *Performance Measures:* # of calls and interviews.

#### **7. Online Community Survey:**

An open community survey will be developed for broad participation by the general public, business community and other interested participants (e.g. representatives of local institutions, organizations, elected officials, civil servants, etc.). Skip-logic will be applied so that the appropriate audience can answer questions pertinent to them. Questions in the survey will be multiple choice with a few additional open-ended questions. Specific sections of the survey will be applicable to businesses, with further dedication to agriculture/aquaculture, and innovation and technology. *Performance Measures:* # of participants; # of participants by category (general public, business owner, institutional/other, etc.).

**8. Online Board & Advisory Committee Advance Reconnaissance Survey:**

The CVEDS Board and Innovate 2030 Advisory Committee have been invited to participate in an advanced reconnaissance survey. The purpose of the survey will be to understand impressions of the overall business climate, support and challenges for investment attraction, asset identification, challenge articulation, economic/business growth opportunities, priorities, and vision for the economy. *Performance Measures:* # of participants; proportion of total available participant base that has completed the survey.

**9. Community Open-House Sessions:**

Two community open-house sessions will be held to allow for members of the general public to hear about the *Innovate 2030* project, understand where the project is in its overall lifecycle and share comments and thoughts on key questions being asked of them. The first open-house will be exploratory and designed to inform the general public about the nature of the project, key milestones, and ask a few general questions. The open-house will be treated as a “World Café” style event, with a focus on conversation among small groups of people facilitated by project team members. Discussions are designed to be short (around 10 to 15 minutes), so as to allow for a rotation of people over a two-hour period. The second Open-House will be a town-hall style event toward the Draft Strategy phase of the project, where preliminary findings will be presented, a series of questions will be posed, and the general public will be invited to ask additional questions of the Project Team. This session will also last approximately two hours, but instead of small group rotations, the event will occur over the full two-hour period. *Performance Measures:* # of attendees; # of submitted responses to questions.

**Engagement and Consultation Schedule:**

To follow is an overview of the various communications tools, opportunities and schedule for engagement:

Activity	Community Engagement Methods	Timing	Status
Advisory Committee Launch Session	<ul style="list-style-type: none"> <li>■ In-person Meetings &amp; Sessions</li> <li>■ Strategy E-News Updates</li> </ul>	December 3rd	Complete
Advanced Recon Survey	<ul style="list-style-type: none"> <li>■ Direct Emails</li> <li>■ Strategy E-News Outreach</li> </ul>	Dec. 16 to March	Ongoing

Activity	Community Engagement Methods	Timing	Status
Online Community Survey	<ul style="list-style-type: none"> <li>■ Project Website</li> <li>■ Strategy E-News Release</li> <li>■ Press Release</li> <li>■ Social Media</li> </ul>	Launch in Mid-March	Ongoing
Innovation 2030 Forum	<ul style="list-style-type: none"> <li>■ Keynotes</li> <li>■ Breakout Sessions</li> <li>■ Networking</li> </ul>	Jan 23-25	Complete
Interviews (Agriculture/ Agrifood)	<ul style="list-style-type: none"> <li>■ In-person Meetings</li> <li>■ Phone Interviews</li> </ul>	December 3 – mid March In-person (15) Phone (4)	Ongoing
Focus Groups Day 1	<ul style="list-style-type: none"> <li>■ In-person Focus Groups with Consulting Team(s)</li> </ul>	Apr 6: 1:30-2:30 Apr 6: 3:00-4:00 Apr 6: 4:30-5:30	Planning
Elected Officials Workshop	<ul style="list-style-type: none"> <li>■ In-person Workshop with Consulting Team(s)</li> </ul>	Apr 7: 1:00-4:00	Planning
Focus Groups Day 2	<ul style="list-style-type: none"> <li>■ In-person Focus Group with Consulting Team(s)</li> </ul>	Apr 8: 9:00-12:00 Apr 8: 1:00-3:00	Planning
Advisory Committee Feedback Session	<ul style="list-style-type: none"> <li>■ In-person Focus Group with Consulting Team(s)</li> </ul>	Apr 8: 3:30-5:00	Planning
Public Open House #1	<ul style="list-style-type: none"> <li>■ Presentations by Consulting Team(s)</li> <li>■ Community Survey via Mentimeter</li> <li>■ ‘World Café’ style Engagement</li> </ul>	Apr 8: 5:00-7:00	Planning
Local Government Planning Session	<ul style="list-style-type: none"> <li>■ In-person Workshop with Consulting Team(s)</li> </ul>	Apr 9: 9:00-1:00	Planning

Activity	Community Engagement Methods	Timing	Status
<b>Communications Activities:</b>			
Media Coverage	<ul style="list-style-type: none"> <li>■ Press Releases</li> <li>■ Articles/Coverage</li> </ul>	March to Fall 2019	Ongoing
Other Presentations	<ul style="list-style-type: none"> <li>■ Business and Community Groups</li> </ul>	February to May 2019	Ongoing
Website	<ul style="list-style-type: none"> <li>■ Links and engagement opportunities</li> </ul>	Ongoing	Ongoing
Social Media	<ul style="list-style-type: none"> <li>■ Links and engagement opportunities</li> </ul>	March to Fall 2019	Planning
<b>Draft and Final Report Presentations:</b>			
Draft Strategy Advisory Committee Presentation	<ul style="list-style-type: none"> <li>■ Presentations by Consulting Team(s)</li> </ul>	May 23	Planning
Public Open House #2	<ul style="list-style-type: none"> <li>■ Presentations by Consulting Team(s)</li> <li>■ 'Town Hall' style Open House</li> </ul>	May 23	Planning
Final Presentations to Local Government	<ul style="list-style-type: none"> <li>■ Presentations by Consulting Team(s)</li> <li>■ CVRD and Local Government Councils</li> </ul>	Fall 2019	Planning